

IDEATION PHASE

BRAINSTORM

Date	30 September 2022
Team id	PNT2022TMID47019
Project name	Smart waste management system for Metropolitan cities
Maximum mark	4 marks

REFERENCE:

STEP1 : Team Gathering, Collaboration and Select the Problem Statement

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare
 ⌚ 1 hour to collaborate
 👤 2-8 people recommended

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Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

- A Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

How might we [your problem statement]?

Key rules of brainstorming
To run an smooth and productive session

- 🗣️ Stay in topic.
- 🗣️ Encourage wild ideas.
- 🗣️ Defer judgment.
- 🗣️ Listen to others.
- 🗣️ Go for volume.
- 🗣️ If possible, be visual.

Need some inspiration?
See a finished version of the process to kickstart your work.

[Open example](#) →

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil (switch to write) (Come to next drawing)

Brainstorming results for four participants:

- Snehasri:** 4 sticky notes (orange) with ideas like "Develop a mobile app for farmers to connect with buyers", "Create a website for local farmers to sell their products", "Organize a farmers' market in the city center", "Partner with local restaurants to source ingredients from farmers".
- Muralitharan:** 4 sticky notes (yellow) with ideas like "Implement a subscription model for fresh produce delivery", "Offer online cooking classes using locally sourced ingredients", "Create a community garden for urban residents", "Partner with schools to provide fresh produce for school lunches".
- Selva:** 4 sticky notes (purple) with ideas like "Develop a mobile app for farmers to track weather and soil conditions", "Create a website for local farmers to sell their products", "Organize a farmers' market in the city center", "Partner with local restaurants to source ingredients from farmers".
- Vinotha:** 4 sticky notes (pink) with ideas like "Implement a subscription model for fresh produce delivery", "Offer online cooking classes using locally sourced ingredients", "Create a community garden for urban residents", "Partner with schools to provide fresh produce for school lunches".

Below the brainstorming results, there are four sets of sticky notes for Person 5, Person 6, Person 7, and Person 8, each consisting of a 3x3 grid of yellow squares.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

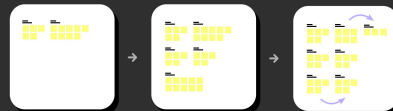
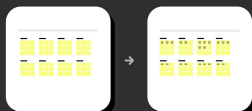
TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they're within your mural.

Grouping results for four participants:

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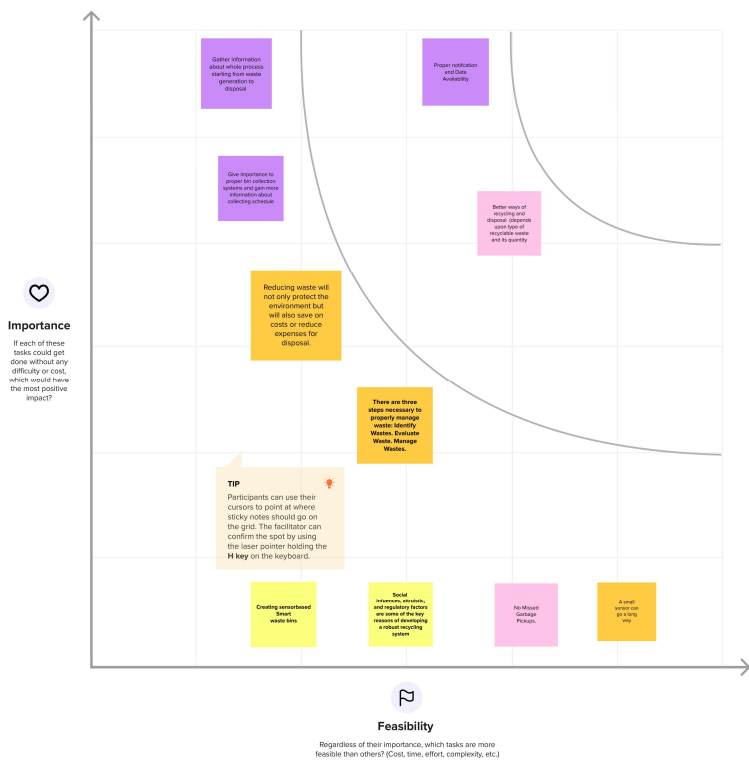
Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



→

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- A Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template →](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template →](#)

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